RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #160600
Mr. B. Donahue
DONAHUE TOBACCO CO.

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Bill:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 30 SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
2	*Winston Filter Box*	12300-24876
2	*Winston Light Box*	12300-22772

PO #120897

Product / Premium Arrival: **December 8, 1997**

Ship Date to Retail: **Week of: January 5, 1998**

Displays (Item #536285)

SKU CUBE: **0.8260**

SKU WT (w/o Product): **1.5000 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT $ Amount: **$1,100.63**

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Source: https://www.industrydocuments.ucsf.edu/docs/qqmy0000

.70¢ 2-Pack Tear Tape
DONAHUE TOBACCO CO.

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$56.00 (2 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162302
L. E. MacWilliams

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/qqmy0000

WHOLESALER : 160600 DONOHUE CANDY & TOB., INC. <DIRECT>
TEMPLATE : 800008 80100 WIN JAN .70/2 NO
TEMPLATE SEQ : 0022
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302		177024	SOKOLS QUEENSBURY M	122 AVIATION RD	GLENS FALLS	NY	12804	1				(518)792-3777
162302		494790	EMRICK'S EMPORIUM	4466 HARRISBURG R	STONY CREEK	NY	12878	1				(518)696-2035
162302		176627	EDDIES GROCERY	82 BOULEVARD ST	HUDSON FALLS	NY	12839	1				(518)747-3277
162302	162320	177035	HARTFORD IGA	ROUTE 40	HARTFORD	NY	12838	1				(518)632-5291
162302	162320	177038	SCOTTIES VARIETY	20 MAIN ST	GRANVILLE	NY	12832	1				(518)642-9889
162302	162320	250716	BONFARE	RT 9 SARATOGA AVE	S GLENS FALLS	NY	12803	1				(518)798-4781
162302	162320	573906	ZAFAR DAR & SONS PE	122 AVIATION RD	QUEENSBURY	NY	12804	1				(518)792-3110
162302	162321	640167	ZENATH PETROLEUM	278 BROADWAY	FORT EDWARD	NY	12828	1				(518)747-8503
162302	162320	670993	FAITH ENTERPRISES	EXIT 23	LAKE GEORGE	NY	12845	1				(518)623-3707
162302	162320	705930	B&R GETTY	MAIN STREET RT. 9	S GLENS FALLS	NY	12803	1				(518)793-4715
162302	162320	711841	ANCHOR BEVERAGE	228 SARATOGA RD	S GLENS FALLS	NY	12803	1				(518)793-7288
162302	162320	748814	RUTH'S MINI MART	84 MAIN ST	S GLENS FALLS	NY	12803	1				(518)798-9291
162303	162324	779350	CITGO	SALMAN PETROLEUM,	SCHENECTADY	NY	12304	1				(518)382-3050
162304		482448	MARKEL'S HESS	719 NEW LOUDON RD	LATHAM	NY	12110	1				(518)783-7624
162304	162321	392637	GETTY MART	RT 50 & BROOKLINE	BALLSTON SPA	NY	12020	2				(518)885-2538
162304	162321	699172	ZZ PETROLEUM, INC.	2429 STATE ROUTE	BALLSTON SPA	NY	12020	2				(518)899-6271
162304	162321	724732	GETTY MART #58704	253 MILTON & PROS	BALLSTON SPA	NY	12020	1				(518)884-9533
162305	162322	579471	N&H GROCERY	216 LARK ST	ALBANY	NY	12210	1				(518)436-0484
162305		252946	STOP -N- SHOP MARKE	21 LARK STREET	ALBANY	NY	12210	1				(518)645-1623
162305	162326	748840	STOP-N-GO	222 S PEARL ST	ALBANY	NY	12202	1				(518)463-2869
162306	162325	634314	HAMADA MART INC.	95 CONGRESS STREE	TROY	NY	12180	1				(518)275-0514
162306	162325	634335	STAR MARKET	2300 15TH STREET	TROY	NY	12180	1				(518)274-1521
162306	162326	686763	GM PETROLEUM	RT 9 & 20	EAST GREENBUSH	NY	12061	1				(518)477-9129

PAGE BREAK TOTAL ACCOUNTS 23 TOTAL QUANTITY 25

TEMPLATE TOTAL ACCOUNTS 23 TOTAL QUANTITY 25

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WHOLESALER PACKING INSTRUCTIONS

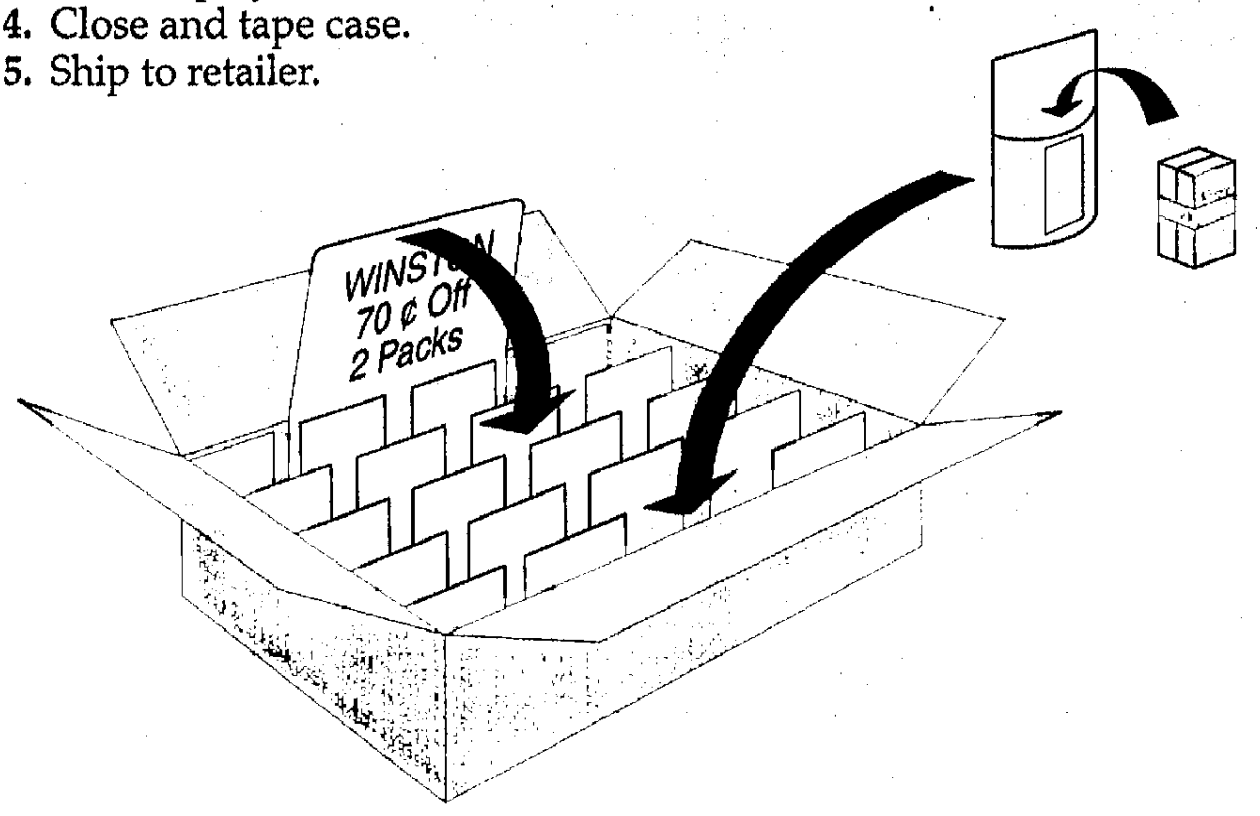
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

January WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 536285
Description: WINSTON .70/2 PK / POS Kit

Brand Style	FF Box	LT Box				
Number of Cartons	2	2				

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